

GOING GLOBAL | Management course in demand

Smart email can boost productivity

ALEXANDRA ECONOMOU

RICHMOND-BASED digital media company WallCann is delivering its email and internet management training courses globally, having signed deals with businesses in North America, Dubai, Asia and India.

WallCann managing director Clive Wallace said tight economic conditions meant organisations wanted to rein in expenses, while achieving greater workplace efficiency.

He said WallCann's email productivity training programs had proved so successful in Australia and New Zealand that they were in high demand overseas.

"Email contributes to more than 60 per cent of business communications," he said. "But 80 per cent of people using emails today could dramatically improve their performance by doing a bit of relevant training."

Mr Wallace will travel overseas this year to train companies and employees in areas such as email management and website design. The newly-formed Elec-

tronics and ICT Association (EICTA) will sponsor WallCann in the delivery of its international email and website management courses.

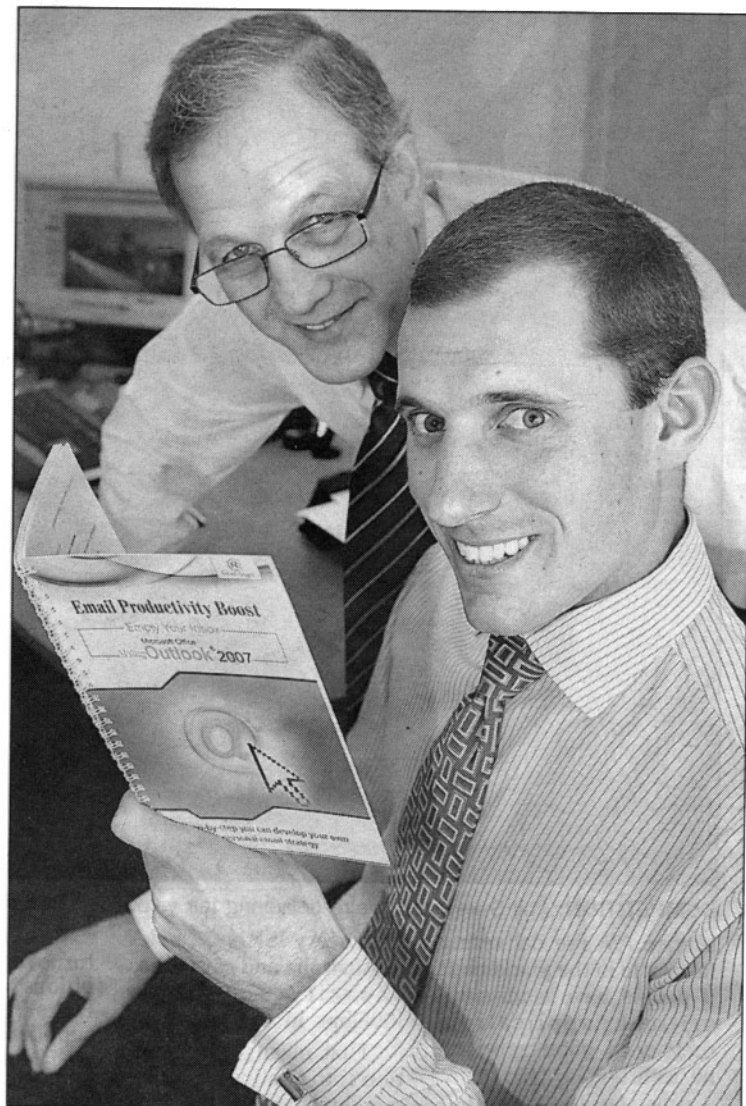
"Instead of training people to use different versions of email, we are teaching habit change," Mr Wallace said.

"It's about time management - moving from paper-based thinking to electronic thinking."

He said WallCann's courses could help save businesses and their employees up to three hours a day of wasted time.

Adviser Ben Haney, of financial planning company Metaplanners, said he had benefited from WallCann's training courses.

"Our business relies on communication, such as emails, client conferences and phone calls," he said. "I found my day was becoming very cluttered (with emails) and I wanted to improve those skills. We have now adopted a strategy where, as an email comes in, we can action it straight away by ensuring we clear out any junk emails."



KNOW-HOW: WallCann managing director Clive Wallace with Ben Haney, of Metaplanners.
Picture: CAMPBELL BRODIE